

**REMARKS**

Claims 13, 16 and 18-22 are pending in this application. By this Amendment, claim 13 is amended and claim 22 is added. No new matter is added.

**I. Personal Interview**

The courtesies extended to Applicants' representative by Examiner Airapetian and Primary Examiner Smith during the interview held December 13, 2005, are appreciated. The reasons presented at the interview as warranting favorable action are incorporated into the remarks below and constitute Applicants' record of the interview.

**II. Claim Rejections Under 35 U.S.C. §102**

Claims 13 and 16 are rejected under 35 U.S.C. §102(e) as anticipated by U.S. Patent No. 5,748,484 to Cannon et al. (Cannon). The rejection is respectfully traversed.

Cannon fails to disclose each and every feature recited in the rejected claims, as amended. For example, an automated method of providing a personalized product in response to each request from customers, the automated method comprising the steps of preparing electronic personalized product producing data on a portable hand-held device based on instructions provided to a customer prior to preparing the electronic personalized product producing data; sending the personalized product producing data from the portable hand-held device by wireless communication, . . . producing the personalized product at a location to be specified in order to receive the product, and automatically notifying the customer of at least one of receipt of the electronic personalized product producing data and completion of the personalized product requested, wherein the automated method incorporates the request and producing of the personalized product taking place within a limited, defined geographic area or facility where the customer is located, and delivery of the personalized product to the customer at the location where the personalized product is produced, as recited in amended claim 13.

Cannon relates to a system for creating a database of greeting card designs that may be customized or personalized and manufactured through printing systems in response to electronically transmitted orders (col. 1, lines 18-23). In the system of Cannon, card printing systems print greeting cards in response to card identification, personalization, and other order information that are received via fax or other telecommunication means (col. 7, lines 31-35). In use, a user wishing to order a greeting card retrieves images of available greeting cards according to selected categories. At a display, such as a computer screen, television, kiosk, or the like, a user is prompted to select from a series of available options to choose a greeting card category of choice, image to be displayed on the card, text greeting, and, if desired, enter personalized information to be printed on the selected card (see, generally, col. 12, line 41 - col. 14, line 8; col. 15, line 49 - col. 16, line 22).

Order information to be transmitted to a card printing location may be entered by customers in a variety of ways. For example, a paper order form may be filled out with the personalized information including requested mailing addresses, greeting card delivery date, and other information. The order information may then be transmitted by use of a fax machine over telecommunication lines to a card printing site (col. 16, lines 46-56). The order form may alternatively be filled out using a keyboard, such as at a PC, or using a television remote and television information system where the customer can view the desired images and greeting card options and respond to the selected prompts (col. 16, lines 57 - col. 17, line 1).

The facsimile or other order form is received at a card printing system site where the greeting card is then printed and matched with appropriate envelopes according to bar codes, zip codes, etc. (col. 17, line 18 - col. 19, line 5). When the card is successfully printed the address information is retrieved and printed on a blank envelope of specified color along with a code, for example, a bar code representing the card or the code (col. 19, lines 7-40).

Alternative embodiments include ordering via the Internet or cable television networks. In all cases, the user is required to view images of available greeting cards and respond to prompts to select through categories of cards, desired card images, desired text greetings, and alternative/optional availability of insertion of personalized data.

Accordingly, Cannon fails to disclose preparing electronic personalized product producing data on a portable hand-held device based on instructions provided to the customer prior to preparing electronic personalized product producing data. Rather, Cannon requires a user to respond to instructions concurrently while producing the personalized data.

Furthermore, because Cannon requires the user to view and scroll through available images and product information, Cannon fails to disclose or suggest preparing the personalized product producing data on a portable hand-held device. Cannon also fails to disclose sending the personalized product producing data from the portable hand-held device by wireless communication. Rather, Cannon merely discloses sending copies of completed order forms via facsimile or similarly sending electronic order forms which have been completed via the Internet through a PC or television system.

Moreover, Cannon fails to disclose producing the personalized product at a location remote from the customer and automatically notifying a customer of at least one of receipt of the electronic personalized product producing data and completion of the personalized product requested, wherein the automated method incorporates the request and producing of the personalized product taking place within a limited, defined geographic area or facility where the customer is located and the location where delivery of the personalized product would occur.

Although Cannon does disclose that the greeting cards are printed at a greeting card facility that may be at a location remote from the customer, Cannon fails to disclose that the personalized message incorporated into the greeting card includes the location where the

product will be produced and the delivery of the personalized product to the customer at the location where the personalized product is produced. In other words, the amended claims comprise production of the personalized product at a remote location and delivery of that product to occur at the location of production. Accordingly, Cannon fails to disclose or suggest each and every feature recited in the rejected claims, as amended. Thus, withdrawal of the rejection of claims 13 and 16 under 35 U.S.C. §102(e) is respectfully requested.

**III. Claim Rejections under 35 U.S.C. §103**

Claim 18 is rejected under 35 U.S.C. §103(a) as unpatentable over Cannon in view of U.S. Patent Application Publication 2003/0208442 to Cockrill et al. (Cockrill); claim 19 is rejected under 35 U.S.C. §103(a) as unpatentable over Cannon and Cockrill as applied to claim 18 and further in view of U.S. Patent No. 6,519,632 to Brackett et al. (Brackett); claim 20 is rejected under 35 U.S.C. §103(a) as unpatentable over Cannon in view of U.S. Patent No. 6,683,526 to Bellin; and claim 21 is rejected under 35 U.S.C. §103(a) as unpatentable over Cannon in view of U.S. Patent No. 6,397,197 to Gindlesperger. The rejections are respectfully traversed.

Claims 18-21 are allowable for their dependency on independent claim 13 for the reasons discussed above, as well as for the additional features recited therein. As none of Cockrill, Brackett, Bellin and/or Gindlesperger overcome the deficiencies of Cannon discussed above, the combination of references fails to disclose or suggest the subject matter recited in the rejected claims.

Accordingly, withdrawal of the rejection of claims 18-21 is respectfully requested.

**IV. New Claim**

None of the applied references, whether considered alone or in combination, disclose the additional features recited in claim 22. For example, none of the references, whether

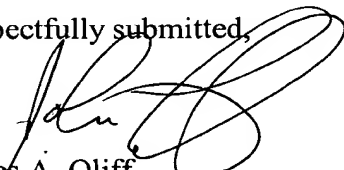
considered alone or in combination, disclose or suggest receiving the personalized product by the customer at the location where production of the personalized product occurs.

**V. Conclusion**

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 13, 16 and 18-22 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,

  
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